Response to Amendment

This Action is responsive to Applicant's RCE filed on 4/30/08 and amendment filed on

4/1/08.

New claim 27 is submitted. Claims 1-27 are now pending.

To expedite the process of examination Examiner requests that all future correspondences
in regard to overcoming prior art rejections or other issues (e.g. amendments, 35 U.S.C. 112,
objections and the like) set forth by the Examiner that Applicants provide and link to the most
specific page and line numbers of the disclosure where the best support is found (see 35 U.S.C.
132).

Continued Examination Under 37 CFR 1.114

A request for continued examination under 37 CFR 1.114, including the fee set forth in

37 CFR 1.17(e), was filed in this application after final rejection. Since this application is

eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e)

has been timely paid, the finality of the previous Office action has been withdrawn pursuant to

37 CFR 1.114. Applicant's submission filed on 4/30/08 has been entered.

Claim Rejections - 35 USC § 102

The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the

basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed
in the United States before the invention by the applicant for patent or (2) a patent granted on an application for
patent by another filed in the United States before the invention by the applicant for patent, except that an
international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this
subsection of an application filed in the United States only if the international application designated the United
States and was published under Article 21(2) of such treaty in the English language.

Claims 1-26 are rejected under 35 U.S.C. 102(e) as best as the Examiner is able to

ascertain as being anticipated by Handel et al. (U.S. Patent No. 6,195,651).

Regarding claims 1, 2, 5, 7, 8, 14, 22, 23 and 25, Handel discloses a product information

system and method comprising (fig. 10A, 1020 and 1070):

additional information management unit (fig. 10A, 1020, col. 30 lines 41-55) for storing

in an additional information database, additional information (1040) for individual product

information of a product information database (1080) and storing user profile related information

(fig. 10A, 1010, 1020, 1030, 1060) set by an information provider (items 1020 and 1070 col. 29,

lines 35-50), and used as a display parameter for selecting the additional information (fig. 10A,

1020, 1030, 1050 and 1070 col. 29, lines 35-62 and col. 30, lines 44-45, *link*);

(Note: via integrator 1020 and supplier's server 1070, the database 1050 links databases 1030, 1040, 1050 and 1060 with

supplier databases 1080; see col. 30, lines 43-45)

product information presentation unit for presenting basic information for the individual

product to a user from the product information database (fig. 10A, 1010, 1020 and 1080);

profile information acquisition unit (fig. 10A, item 1020, 1060) for acquiring profile

information of the user (fig. 10A, 1010 and 1060) receiving basic information for the individual

product (fig. 10A, items 1070 and 1080);

selecting the additional information for the individual product basic information

presented to the user (1030 and 1040) based upon comparing the acquired user profile

information with the user profile related information used as the display parameter set by the

information provider in the additional information database (1030-1060, **1030** and **1060** and col.

30, lines 3-8, 27-31 and 37-41); and

additional information presentation unit for additionally displaying (fig. 10A, 1010) the

selected additional information corresponding to the basic information for said presented basic

information (fig. 10A, 1010, 1040 and 1080, see also associated text).

(*Note 1: for example, the additional information may be product rating and price*)

(*Note 2: Handel also discloses updating information regarding changes in data by using an*

awareness machine, see fig. 24, items 2430, 2436, 2446 and 2448, and related text)

Regarding claims 3, 4, 6 and 9, <u>Handel</u> discloses the profile information acquisition

conducts wireless communication with a user terminal storing that user's profile information to

acquire the user's profile information (fig. 17, items 1710, 1730 and 1750).

(Note: identification of a user is inherent from a user profile)

Regarding claim 10, <u>Handel</u> discloses a product information management server manages

a profile database (fig. 10A, 1060 and 1020, and col. 34, lines 35-38).

(Note: merchants trying to provide a service to the user further imply they manage the profile)

Regarding claim 11, <u>Handel</u> teaches a customer management server (fig 10A, 1020)

interconnected with said product information server (fig. 10A, 1070) manages a profile database

(fig. 10A, 1060, and col. 34, lines 35-38).

(Note: the profile gateway server receives all requests for profile information from the user himself)

Regarding claims 12 and 13, <u>Handel</u> discloses product information server (fig. 10A,

1070) manages said additional information database (fig. 10A, 1040).

(Note: server 1070 manages 1040 along with server 1020)

Regarding claims 15-19, <u>Handel</u> discloses a java applet for displaying information,

accepting text input (col. 8, lines 35-61), and managing text messages (fig. 11, items 1111-

1122).

(Note: for more detail also see agents on col. 35 lines 38-61)

Regarding claims 20 and 21, <u>Handel</u> discloses an order procedure accepting product

orders from user terminal (fig. 10A, items 1090 and 1010).

Regarding claim 24, Handel discloses the additional information display parameters

comprise one or more of age, occupation or user sex (col. 29, lines 23-50), and

     wherein the additional information is recommendation information (col. 29, lines 36-39).

Regarding claim 26, Handel discloses the additional information is selected and presented

to the user during the presenting of the individual product basic information upon using a cursor

(figs. 10A and 14, col. 29, lines 35-41 and col. 32, lines 43-65).

(*Note: intelligent agents assist user in providing product advice (additional information) upon a*

recognition that the user is interested in a particular product or service)

Regarding claim 27, Handel discloses a system for a basic information display area and an additional information display area in a screen with related data, respectively (figures 10B and 23, element 1007, 2370, 2395 and col. 36, lines 44-56, *layout preferences and multiple views*).

Response to Arguments

Applicant's arguments filed on 4/1/08 have been fully considered but they are not persuasive. The arguments and responses are listed below.

Applicant argues on page 9 that "Handel discloses only information matching to conditions. On the other hand, the present invention does not select information in advance when displaying".

Examiner disagrees. Handel does not need to select information in advance, the system does it more so on the go as the user browses through pages. Handel is a versatile system wherein a description of how it operates and an example of operation is provided in the response below.

Applicant argues on page 9 that there is no evidence that Handel teaches "selecting the additional information… based upon comparing the acquired user profile information with the user profile related information used as the display parameter set by the information provider in the additional information database".

Examiner disagrees. Referring to fig. 10A, Handel discloses a customer (1010) acquiring

basic information from a supplier (1070 and 1080) while a server (1020) uses the customer's

profile (1060) along with the supplier's product information (1070 and 1080) and other

information (1030 and 1050) to select information for the customer consisting of **additional**

information for the desired products (1040 *product ratings, col. 30, lines 38-41*), based on the

supplier and customer profile databases (1030, 1040 and 1060). This additional information is

later displayed via the user browser. Further, the user parameters are stored in the customer

profile database comprising personal preferences and history (col. 30, lines 41-65).

To illustrate a practical implementation of Handel, let us assume that user profile 1060

exists for "John" and includes that he is a businessman who likes to ski. John is interested in a

trip and looks at a number of ski resorts and types of skies (data in 1080). In the mean time,

intention network (1020 and 1030) use and derive intention steps to determine areas of interest

and find products that fulfill the intention of "going skiing". In this case, a number of luxurious

ski resorts are obtained with preferred ratings that suit John according to his profile along with

brand name skies (1040, additional database). Note that this step includes selecting the

additional information (1040) based upon comparing the acquired user profile information with

the user profile related information (1060 and 1030) used as the display parameter set by the

information provider in the additional information database (1040) and product information

(1080, see col. 30, lines 3-8, 27-31 and 37-41).

Applicant argues on page 10 that "the claimed embodiments display additional

information based upon the user's profile for the displayed product information, whereas Handel

selectively displays product information corresponding to individual information (profile) of a

user."

Handel discloses databases 1030 and 1040 are part of an intention network (col. 30, lines

28-31) which store all the related information to the intention of the user such as advice,

personalized content and product ratings, among other things (col. 30, lines 37-41). Each

intention is specific to a particular user (col. 29, lines 58-62). Each intention demands services

or product information, or both (col. 29, lines 35-38). Hence, a recommended product or

additional product information is displayed to the user based on the user's profile.

Applicant argues on page 10 that new claim 27 limitations are not taught by Handel.

Examiner disagrees. Handel discloses a system for a basic information display area and

an additional information display area in a screen with related data (figures 10B and 23, element

1007, 2370, 2395 and col. 36, lines 44-56, *layout preferences and multiple views*). Further,

multiple windows in a screen are notoriously well known and used in the internet and search

systems.

With respect to all the pending claims 1-27, Examiner respectfully traverses Applicant's

assertion based on the discussion cited above.

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Marc R. Filipczyk whose telephone number is (571) 272-4019. The examiner can normally be reached on Mon-Fri, 8:30am-5pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Don Wong can be reached on 571-272-1834. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

MF
June 6, 2008
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